

Amendments to the Specification:

Please amend the specification as follows:

Please replace 2nd paragraph starting at page 7, line 16, with the following rewritten paragraph:

The leaflet 10 has, as illustrated in FIG. 2, a header 11 indicating a title of the leaflet, guidance information 12 such as a map, advertisements 13 provided by an advertiser 1 and printed below the guidance information 12, and information on specials 14 printed along the advertisements 13. A guidance map in the vicinity of the $\odot\odot$ $\odot\odot$ station is the main information in the example shown in FIG. 2. The customer 9 displays a guidance map to a concert hall, etc., on the display 6 set in the store 4 such as a convenience store and prints it out if he or she wants to have one. Demographic data such as sex is entered via numeric keys (not shown) for printing the advertisements 13 which seem to attract the customer 9 below the guidance information 12 such as a map. Printed simultaneously are the information on specials 14 with perforations, such as, coupons which can be used in a shop such as a hamburger shop indicated on one of the advertisements 14. The information 14 may include a discount ticket for a concert which will be held in a couple of days at the concert hall that is the destination indicated in the guidance information 12 such as a map.

Please replace 2nd paragraph starting at page 8, line 9, with the following rewritten paragraph:

The store 4 such as a convenience store that offers advertising media gets advertising fees from the advertiser 1 for offering the customer 9 with a map with information on specials and advertisements so that the customer 9 can have a chance to go to the store 4 to make a purchase. The customer 9 may be motivated to buy goods as many as possible for taking ~~grater~~ greater advantage of specials 14 such as free and discount coupons.

Please replace 2nd paragraph starting at page 9, line 10, with the following rewritten paragraph:

The customer 9 receives the receipt ID-added receipt issued by the terminal of the POS system 8. When the customer 9 designates the name, place or telephone number of the advertiser 1 through which he or she wants to get a map or take advantage of specials in step ST3 in FIG. 4A, in the system in FIG. 4B, the MFP 5 is operated for entering a receipt-ID number in step ST13, and the amount of money for payment and customer data, etc., are searched based on the receipt ID in step ST14. Next, as shown in step ST15 in FIG. 4B, map and advertisement data are extracted via the information selector 6 based on the result of searching in step ST14 and output to the MFP 5 for printing out the ~~reflet~~ leaflet 10 including guidance information such as map having necessary information. The ~~reflet~~ leaflet 10 is printed out with guidance information through the operations described so far.

Please replace 3rd paragraph starting at page 9, line 24, with the following rewritten paragraph:

Next, as shown in FIG. 4A, the customer 9 receives special- and advertisement-added map information on the designated advertiser 1 in step ST5, so that he or she can go to the destination with the aid of the map in step ST6 and shows the special-added map for taking advantage of specials in step ST7. Advantages taken in step ST15 may be varied according to the amount of money on receipt, or the price of commodity purchased. The customer 9 takes advantage of specials from the advertiser 1 by requesting ~~[[it]]~~ the specials be printed on the map.

Please replace 3rd starting at page 10, line 25, with the following rewritten paragraph:

A receipt output by the terminal of the POS system 8 is handed to the customer 9, with a store number and a receipt number, etc., indicated thereon. The customer 9 operates the MFP 5 to designate the advertiser 1 for taking advantage of specials, gaining advertisements and maps, etc., by entering the name of destination, place, telephone number or identification number shown in the ~~reflet~~ the leaflet in addition to the receipt number. In the

present system, sales and customer demographic data are retrieved based on the receipt number, the result of retrieval is sent to the information selector for retrieving information on specials according to the amount of money for payment and advertisements according to the customer demographic data from the map/advertisement database, thus a special- and advertisement-added map on the advertiser 1 being printed out.

Please replace 3rd paragraph starting at page 11, line 7, with the following rewritten paragraph:

When customer demographic data entered by a clerk via the POS system in the store 4 is, for example, a male at the age of early ~~twenty-th~~ twenties based on the data that customers belonging to the same demography have a tendency to which destination often go to or of which specials take advantage, a map is printed out with the corresponding advertisement located at the best place in priority. Both the special and the advertisement information may be printed out with a map.